PERFORMANCE UPDATE

NY METRO REGION

August 20, 1997

Thank you for all your efforts in making *MOONLIGHT* a success! Our research results show that *MOONLIGHT* brands are performing well and attracting the 21-29 year old smokers we set out to reach.

MOONLIGHT brands continue to offer us an opportunity to gain business we cannot reach as effectively with any of our other brands. To help capitalize on this opportunity we have set out to answer some of the questions we have been asked:

How are we performing?

Data on how MOONLIGHT is performing is difficult to obtain as our best estimate is that at least two thirds of the stores selling our products are not captured in AIM reads; however, what we can read in AIM is:

- We have achieved 27% distribution in target areas with MOONLIGHT brands,
- In stores with distribution, we have achieved an average of 1.18% SOM,
- Planet Non-Menthol is our best selling brand:

Brand	Percent of Business
Planet NM	44%
Planet M	10%
House Blend	25%
Bees	17%
Jumbos	1%
Other Brands	3%

What have we learned?

- *MOONLIGHT* brands perform better with prominent product displays and in-store POS - results in up to a 70% increase in SOM,
- *MOONLIGHT* brands perform better in pack outlets in "trendier" areas:
  Examples: Manhattan(Lower East Side, Village, Central Park Area) and North East New Jersey
- *MOONLIGHT* brands appeal to consumers between the ages of 21-29 who have higher than average incomes and education,
- *MOONLIGHT* performs well in stores that sell American Spirit ,
- *MOONLIGHT* also performs well in stores that do not sell American Spirit, but are in areas where American Spirit is sold.

What are future opportunities for MOONLIGHT?

- Ensure prominent placement of *MOONLIGHT* counter display and *MOONLIGHT* family POS,
- Focus our Merchandising and Advertising efforts on best performing brands by:
  ⇨ Load Displays and place POS for Planet, House Blend, & Bees,
- Increasing the availability of *MOONLIGHT* brands in "trendier" areas by:
  ⇨ Identifying and Targeting stores selling American Spirit for *MOONLIGHT* distribution, AND
  ⇨ Identifying and Targeting stores in the right areas for *MOONLIGHT* distribution

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Source: https://www.industrydocuments.ucsf.edu/docs/hryn0000